

Total number of printed pages-3

53 (HU 601) PRCM

2017

PROFESSIONAL COMMUNICATION

Paper : HU-601

Full Marks : 100

Time : Three hours

The figures in the margin indicate full marks for the questions.

Answer **any ten** questions.

1. Define Communication. What is the importance of non-verbal communication techniques ? Justify your answer with examples. 10
2. In what ways is group discussion different from other discussion such as symposium, seminar etc ? 10
3. What is proxemics ? How do posture and gesture aid in non-verbal communication ? 5+5=10

Contd.

4. "One of the greatest challenges of accepting diversity in the workplace is creating a work environment of inclusion, rather than exclusion, so all employees can reach their full potential". Explain. 10
5. Mark the following advertisements as either examples of pathos, logos or ethos with brief justification as applicable. $2 \times 5 = 10$
- (a) A magazine ad shows people smiling while smoking cigarettes
 - (b) Miley Cyrus appears in Oreo advertisement
 - (c) Sprite is 100% sugar free
 - (d) Tiger Woods endorse Nike
 - (e) A child is shown covered in bug bites after using an inferior bug spray.
6. Prepare slogan for the following : $2.5 \times 4 = 10$
- (a) Cashless India
 - (b) Swacha Bharat Abhiyan
 - (c) Assam Tourism
 - (d) Literacy

7. What are the different objectives for organizing a meeting ? What is the purpose of agenda in a meeting ? 5+5=10
8. Write in brief an overall idea of Soft Skill. 10
9. What are the steps of writing an effective business letter ? 10
10. Write a job application letter to the HR executive of a company for your placement as an engineer in an IT company. 10
11. Why do we write report ? Explain. 10
12. Write short notes on : **(any two)** 5×2=10
- (a) Teleconferencing
 - (b) Memo
 - (c) CC and BCC
 - (d) Minutes of a meeting.